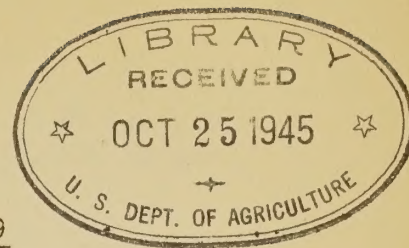


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UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL ADJUSTMENT ADMINISTRATION  
Division of Information



AAA INFORMATION CALENDAR--NOVEMBER, 1939

**Wheat:** Winter wheat planting will be completed in most areas, and reports on the sign-up in the winter wheat belt will be available for press and radio.

Performance will be checked in winter wheat states preparatory to making 1940 price adjustment payments.

Farmers have until December 31 to take out wheat loans.

County and state figures showing total of loans will be available for press and radio material.

**Corn:** The corn resealing program will be completed by November 1, or soon afterwards, and reports on amounts of corn resealed and other particulars will be available. (See special tips.)

If there is a corn loan on the 1939 crop, announcement will be made about November 15, and the first loans to farmers will probably be made by December 1.

The determination of the commercial area for 1940 will be made early in November, if not before.

**Tobacco:** Although the October 10 crop report estimated the Burley tobacco crop at about 1,000,000 pounds less than the previous month, indications still are that the proclamation of a marketing quota for 1940 will be necessary. There are no definite plans as to the date of a possible referendum, but probably it will be held before the Burley markets open early in December. An information program similar to that prepared in connection with the flue-cured tobacco referendum -- including daily and weekly newspaper releases and radio material -- is being planned. This material is being prepared for release as soon as the quota is proclaimed.

**Cotton:** The cotton referendum to be held December 9 will be emphasized in information work during November. This will include press and radio material, speeches by AAA officials, meetings, and distribution of educational material. (See special tips and section on speeches.)

Prior to the referendum, 1940 cotton allotments will be issued in many counties.

The October crop report estimated the 1939 cotton crop at 11,928,000 bales.





Crop Insurance: Indemnity payments for 1939 will be completed, and acreage seeding reports will be received in county AAA offices from winter wheat growers.

Compliance: East Central Region-- October 31 is the final date for carrying out soil-building practices under the 1939 Agricultural Conservation Program.

Northeast Region-- The check of compliance with the conservation program probably will be completed by November 15 or at least by the end of the month.

North Central Region-- County Committees will be working on listing sheets for 1940 farm allotments, and all allotments may be prepared for farmers by December 1.

The County Committees will also be checking 1940 wheat performance, preparing the crop insurance seeded acreage reports, and receiving applications for payment under the 1939 Agricultural Conservation Program.

Southern Region-- All soil-building practices under the 1939 Agricultural Conservation Program must be carried out by December 31.

Western Region-- Following are important closing dates:

October 31, 1939-- final date for acceptance in the county office of original applications under the 1938 Agricultural and Range Conservation Programs; December 31, 1939-- final date for acceptance of original applications for payment under the 1939 Price Adjustment Payment Program; March 31, 1940-- final date for acceptance in county offices of original applications for payment under the 1939 Agricultural and Range Conservation Programs.

May 1 is the final date on which the following forms must be executed and completed: WR 406, "Farm Plan Sheet;" ACP 95, agreement to divide payment between landlord and tenant; WR 415, range participation form.

Soil-Building and Soil-Conserving Crops: East Central Region-- Application of ground limestone, terracing, tree planting, and forest improvement practices can be carried out during the month. These will be under the 1940 program, as October 31 is the final day for carrying out practices under the 1939 program.

Northeast Region-- Application of lime, superphosphate and potash will continue.

Farmers may mulch vegetable and orchard land.

In the states where the woodland rehabilitation allowance is available, woodlands will be cleaned up and stands of trees improved.





Cranberry bog sanding, particularly in New Jersey, is another practice that may be carried out.

Since October 31 is the final day for carrying out soil-building practices under the 1939 Agricultural Conservation Program, all practices will come under the 1940 program.

North Central Region-- Liming, terracing, building dams and planting trees and other labor practices can be carried out under the 1940 Agricultural Conservation Program.

Southern Region-- Practices which can be carried out in November include planting winter legumes, pasture improvement practices such as contour ridging and application of lime and superphosphate, tree planting in some areas in the latter part of the month, and use of lime and superphosphate on cover crops.

Western Region-- Terracing can be carried out during the month, largely in Kansas, Colorado and New Mexico.

Contour furrowing can be done in some areas, under both the range and conservation programs.

Dams and terraces can be built all through the region, legumes seeded on the Pacific coast, and superphosphate applied in the Pacific Northwest.

Meetings,  
Speeches,  
Miscellaneous

Northeast Region-- Community meetings of farmers will be held at which the 1940 Agricultural Conservation Program will be discussed.

Conferences of county and community committeemen will also be held to consider methods of informing farmers of the program. A complete report on the amount of lime and superphosphate used under this year's program will be available sometime in November. (See Coming Events and Developments in AAA.)

East Central Region-- State and local meetings are being planned in connection with the cotton and Burley tobacco meetings. Dates of the meetings and the speakers will be available from the State AAA Offices when arrangements are complete.

Meetings to train newly elected AAA committeemen will also be held.





North Central Region-- A series of meetings is being planned, which will begin about the third week of the month with state conferences at which Washington officials, state committeemen and state fieldmen will discuss the 1939-40 corn loan procedure, the 1940 docket, educational materials, the 'farm plan', aerial photos, and the computation sheet. The state meetings will be followed by county meetings where the same subjects will be discussed with community committeemen, after which farmer meetings will be held.

Southern Region-- Director Duggan and other AAA officials from Washington, State Administrative Officers and State Chairmen will be making speeches in connection with the cotton referendum. Dates of these talks will be available in the State AAA Offices. (See "Coming Events and Developments in AAA" section for dates of radio speeches and information program planned in connection with cotton referendum.) Farmer meetings will be held throughout the region.

Western Region-- County and community elections will continue through November, and into December.

Director Dodd will visit every state in the region before the middle of November.

#### COMING EVENTS AND DEVELOPMENTS IN AAA

1. Plans for an extensive press and radio information program have been planned in connection with the cotton referendum. Press and radio material will parallel each other and will deal with such subjects as "war and its relation to cotton", "the cotton situation", and "what the quota means to the cotton farmers." Radio material will include talks on the Farm and Home Hour, scripts for use in the states, at least one electrical transcription, and Farm Flashes. A substantial series of weekly news stories is being written, and question-and-answer material is being prepared. Most of this material is now under preparation and some will soon be sent to the states. Talks by Director Duggan have been scheduled for the Farm and Home Hour, October 24 and November 28, and one by Administrator Evans for December 8. Three scripts will be written in Washington for adaptation in states; these will include an educational interview on the "cotton situation and the war" for suggested use by the State Extension Director, a suggested interview with the Chairman of the State Committee on "how the AAA Committees function," and a third suggested interview with the State Administrative Officer on "how the AAA program works with quotas in effect, the mechanics of the referendum, and other information about the program itself." An electrical transcription will bring an interview between Director Duggan and two State Committeemen. A new leaflet titled, "The Farm Program and Cotton Marketing Quotas in 1940," and a handbill,







"Do You Favor Cotton Marketing Quotas in 1940?" will be available early in November for distribution to all cotton producers.

2. The corn resealing program in the North Central Region will be completed by November 1, and state and local press releases can soon be prepared on a summary of what the program accomplished. Some of the facts to point out are: the number of bushels of corn resealed on the farm, how much was delivered to the Commodity Credit Corporation, how much was stored in steel bins, and what the lowered interest rate of CCC loans, from 4 to 3 percent, saves farmers on these loans.
3. After a year of trial in a few Ohio counties, the grants of aid provision through which farmers may obtain lime and superphosphate in place of payments, is expected to be extended to a larger number of counties in part of the North Central States next year. When this action is approved, press and radio material could originate in the states, and could point out the valuable conservation features of this practice.
4. In the Northeast Region a complete report of the amounts of lime and superphosphate used in the various states under the grants of aid provision of the Agricultural Conservation Program will soon be available. Press and radio releases, reporting on the extent to which these materials were used, and the purpose for which they were used, will make valuable information material from the conservation standpoint. Orders for lime and superphosphate under the 1940 program will soon be sent in, also.
5. An interesting state feature which State AAA Office Assistants could work up would be a collection of pictures of County AAA Chairmen, which could be furnished to the leading newspaper in the state with a story on the duties of county chairmen, how they are elected, and their importance in the AAA administrative set-up. In states where there are a large number of counties, the picture feature might be worked up on a regional basis.
6. As the AAA Calendar is being made up, a press release that will announce an important change in the provisions affecting the price adjustment payments under the 1940 program is being prepared. When released, the story will be air-mailed to the field. The information in this release can be used for the basis of press and radio releases in the state.

#### PICTURE AND MAT SUGGESTIONS

1. Pictures of tree planting and forestry operations may be taken in many states during November. Such pictures should emphasize tree planting as a conservation practice. Shots could include the actual planting of trees, forestry clean-up practices, or other woodland improvement practices. The legends could explain the provision under the 1940 AAA Farm Program through which farmers may earn up to \$30, exclusive of other conservation payments, for tree planting.
2. In states where county and community elections are still to be held,







it is suggested that an effort be made to make pictures of the newly elected county committees available for the local papers. Quite often the local newspapers will take the pictures themselves. The county committees themselves might supply pictures to the papers.

3. This fall and winter farmer-businessmen meetings will be held in most states, and although aggressive newspapers may take their own pictures, those sponsoring the meetings might suggest to the County AAA Committees the possibility of cooperating with the papers in getting pictures. Pictures that illustrate cooperative effort between AAA and business groups to understand each other's problems will make good shots and could serve as excellent follow-up news pictures after a farmer-businessmen meeting.
4. The first of the series of pictographs, a sample of which was included in last month's calendar, will soon be ready for distribution. The mats will be issued as they are prepared, and photostatic copies will be sent to each state for inspection, after which the state may order the number of mats needed. Last month samples of two of these mats were reproduced in the calendar with the request that those who might be using the mats comment on them as to layout, subject-matter, etc. Members of the Regional Contact Staff who were recently in Washington stated that they felt the mats would get good coverage. However, we would like to hear from other members of both Extension and AAA field forces, whenever we have something similar on hand.

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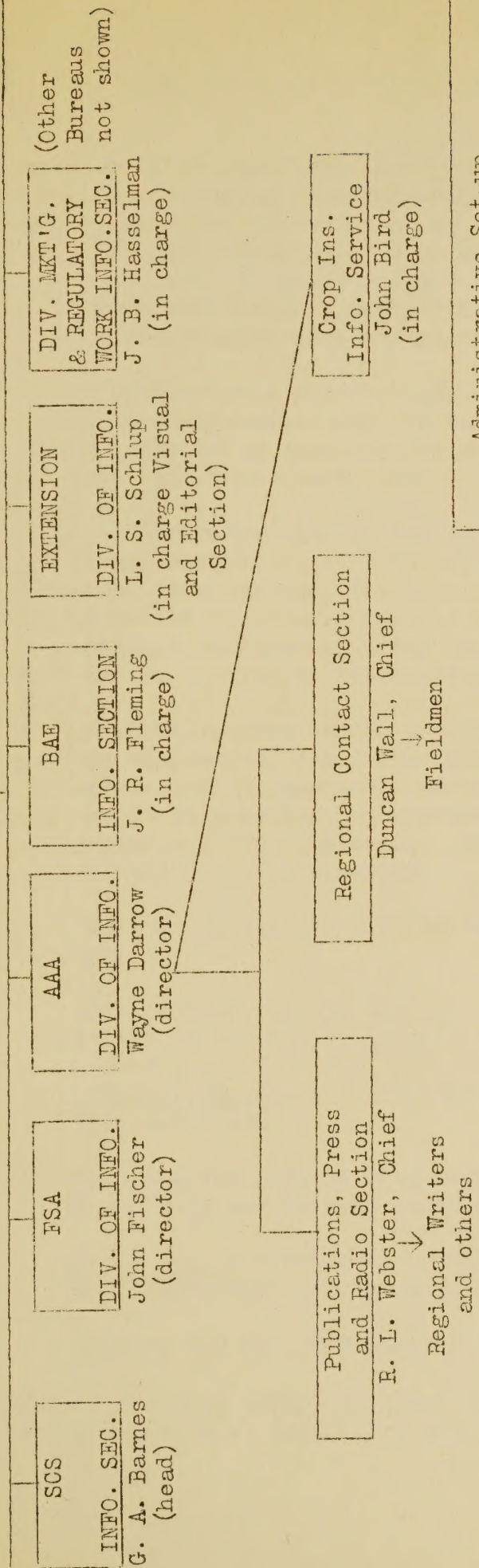




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E. G. Moore.....Chief, Press Service  
Wallace L. Kadderly .....Radio Service  
M. C. Merrill .....Publications



The large chart on this page has been drawn up to illustrate to members of the field force the relationships among the U.S.D.A. Office of Information, the AAA Division of Information, and other informational units in the Department, for the purpose of coordination of informational material, departmental clearance, and policy. To use an example: A weekly press release will be written in the Publications, Press and Radio Section of the AAA Division of Information. After the release has been cleared by the Publications, Press and Radio Section and the AAA Regional Contact Section, it goes to the Press Service of the U.S.D.A. Office of Information for departmental clearance. Then the release is sent to the Visual Information and Editorial Section of the Division of Extension Information where it is mimeographed and mailed to State AAA Offices, extension editors and others on the mailing list. A daily press release goes through the same procedure, except that it is issued from the U.S.D.A. Office of Information. Other information units work similarly.

The small chart on the lower right hand corner of the page shows the AAA organization set-up for administrative purposes and its relationship to the Secretary's Office.

